

An aerial view of a city skyline at sunset. The sky is filled with orange and yellow clouds, and the sun is low on the horizon. The city is densely packed with skyscrapers and buildings. The lighting is warm and golden, creating a dramatic effect. The text 'MARKET ME' is overlaid on the top right of the image.

MARKET ME

Complete Marketing Strategy Implementation System.

Giving you back the time you need to do what you do best!

WWW.MARKETMEMARKETING.COM

Achieving your Marketing Strategy through effective marketing campaigns requires intentional planning, strong mapping, support teams that can pull it all together on your behalf, simple management tools, and creative & consistent implementation. This allows you the freedom to work on the things that only you can do.

Our Complete Marketing Strategy Implementation System is a simple system that begins with effectively mapping out your campaigns allowing you to get clear on all the different aspects of a campaign, both higher level content, and supporting content like social media, which then allows for smoother implementation across multiple platforms and systems. The system can be as detailed as you need it to be, also effectively forming the basis of a dynamic project and event plan. When your entire strategy is planned and mapped out, it's easier to keep organized, focus on deadlines, know what actions are required to be taken, and ultimately see the strategy and it's supporting campaigns as a success.



Map out your Marketing Strategy with detail, breaking it down into campaigns and smaller actionable tasks.



Easily brainstorm ideas and keep all documentation for the campaign together.



Map out your content and implementation phases across multiple platforms.



Map out lead generation tools, CMS platforms and content on the one organisational chart.



Easily identify content gaps, tasks that may have fallen off the radar, and opportunities such as PR.



Clearly define tasks for your marketing and sales teams and share key information.



Collaborate easily for more effective results.



Easily create supporting project and event plans.



Have objectives, collaboration ideas, education strategies, blog and EDM ideas, hashtags, landing pages and social media information all on the one page for easy access and clearer thinking.



Free up your time to work on the higher level strategy and tasks only you can do.

THE MARKETING STRATEGY IMPLEMENTATION ORGANISATIONAL TOOL

Map out and keep all the important elements to your marketing strategy and marketing campaigns all in the one quick view panel including what is required to make it happen. Have access to the system 24/7 and drop ideas, thoughts and team meeting agenda items straight in. Share with the appropriate people, and save emails, time and money!



| Corporate CAMPAIGN PLANNER 2019 | | | | | | | |
|---|---------------------------|--|--|--|--|--|---|
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| fx | | | | | | | |
| | A | B | C | D | E | F | G |
| 1 | CORPORATE COMPANY | | | | | | |
| 2 | | | | | | | |
| 3 | Quarter: | Feb, March, April | Website/landing pages: | Eg. www.yourcorporatecontentmap.com.au | Target market: | Corporate men aged 35- 55. Living in capital cities, income \$100k+. | |
| 4 | Quarterly Focus: | National Product Launch | Taglines: | 'Tech made easier' | | | |
| 5 | Objectives: | Customer acquisition, successful product launch, KPI's achieved, \$200k sales, re-engage current database, 15% increase on database and social platforms. | Hashtags: | #techmadeeasier #lifestyle #corporatelife #technology #techsolutions #travel #highflyer | Key Team members and contacts: | Juliet 0411 795 222 | Marketing Director |
| 6 | Potential Collaborations: | Re-engage current partners for collaboration promotion and education strategy. | Important dates to feature: | Event launch TBA, National Workshop Tour, monthly webinars | | Sales 1300 000 000 | Sales Team (Jason) |
| 7 | Content Assets needed: | Landing page, sales platform, sales funnel, update social media imagery for campaign, new EDM template for launch, website updates, Ontraport automations, team email signatures updated. Ontraport series of emails for lead gen tool, and series for successful product purchases including requesting reviews. | Other notes for this period: | New website due mid-year | | Nic 0478 411 841 | Marketing Support, campaign oversight, & campaign management. Content mapping, and implementation across all platforms. |
| 8 | Imagery: | 5 new 15 second product videos, professional photos in GDRIVE folder. Graphic design: flyer, social media tiles, email signature. | Team Meetings: | First tuesday of every month 10am AEST. | Zoom meeting ID 475-556-6581223 | | |
| 9 | | | | | | | |
| 10 | | | | | | | |
| 11 | | | Month 1 | Month 2 | Month 3 | | |
| 12 | Monthly Theme: | | Product Launch - Lifestyle | Product Launch - Corporate | Product Launch - Travel | | |
| 13 | Education Strategy: | | Monthly Webinar | Monthly Webinar | Monthly Webinar. Start of national tour. | | |
| 14 | PR Strategy: | Sourcebottle.com.au, and PR platform for interviews and media. | 2 PR pieces a month | 2 PR pieces a month | 2 PR pieces a month | | |
| 15 | Blog posts | 4 per month. Promote on socials, EDM. | Topic 1, 2, 3 and 4. | Topic 1, 2, 3 and 4. | Topic 1, 2, 3 and 4. | | |
| 16 | Weekly EDM | Highly targeted, highly measurable, personal and cost effective. EDM will support and brand build through other media. EDM will pull together all other marketing efforts providing a cohesive marketing campaign with strong call to action. | Blog posts, latest tweets, product reviews, next webinars, promote national tour, speaker announcements. REGISTER NOW national Tour. | Blog posts, latest tweets, product reviews, next webinars, promote national tour, speaker announcements. REGISTER NOW national Tour. | Blog posts, latest tweets, product reviews, next webinars, promote national tour, speaker announcements. Key moments on National Tour. | | |
| 17 | Extra EDMs | Any extra EDM's to ensure different segments of contacts are being communicated with. | 1 x EDM - National Tour Attendees - extra information. | 1 x EDM - National Tour Attendees - extra information. | 1 x EDM - National Tour Attendees - extra information. | | |
| 18 | Social Media Posts | Variety of posts - 5 per week to get more traction on platforms. These compliment what goes out in newsletter, phone calls, landing pages. Builds trust, brand awareness adds value, keeps you front and centre. Storytell and vision build. Lead with value, less than 10% sales. See social planner tab for content mapping. Similar message changed slightly to suit different platforms. | 20 | 20 | 20 | | |
| 19 | Social Media Ads | Facebook, LinkedIn and Google video ads to promote to target audience. | \$1,000 | \$1,000 | \$1,000 | | |
| 20 | Re-targeting | Retargeting budget - keep retargeting visitors to the website for 7 days after initial visit. | \$1,000 | \$1,000 | \$1,000 | | |

Map out exactly what content is required to achieve the KPI'S of your marketing strategy, then leave it to the content mapping team to create, allowing you to easily approve content, make changes, or leave notes. Once good to go, the implementation can begin across multiple platforms. The 'plan' and the content, can be tweaked as the campaigns supporting your over-arching strategy is rolled out.

Once the marketing campaign is mapped out with the higher level content, the social media posts can be created and mapped to compliment and support the campaign objectives, tie in with EDM's, blog posts, upcoming events and educational strategy. Keywords are mapped to give an overall framework of the messaging. Then the posts can be written and be ready for approval and implementation. Ideas for new posts can simply be added and then tweaked.

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| 21 | | | | |
| 22 | SOCIALS MAP | | Month 1 | Month 2 |
| 23 | | | | Month 3 |
| 24 | KEYWORDS FOR MAPPING | | ABOUT | EDUCATIONAL HACK/TOOL/ACTIVITY |
| 25 | ABOUT | | EDUCATIONAL HACK/TOOL/ACTIVITY | PRODUCT |
| 26 | BLOG | | PRODUCT | BLOG |
| 27 | VIDEO | | STATS | VIDEO |
| 28 | EDUCATIONAL HACK/TOOL/ACTIVITY | | CASE STUDY | CASE STUDY |
| 29 | STATS | | EDUCATIONAL HACK/TOOL/ACTIVITY | ABOUT |
| 30 | PRODUCT | | BLOG | EDUCATIONAL HACK/TOOL/ACTIVITY |
| 31 | CASE STUDY | | COLLABORATION | PRODUCT |
| 32 | COLLABORATION | | ABOUT | STATS |
| 33 | | | VIDEO | BLOG |
| 34 | Social posts are written based on these keyword prompts. | | CASE STUDY | VIDEO |
| 35 | See Content Mapping Tab | | PRODUCT | CASE STUDY |
| 36 | | | ABOUT | ABOUT |
| 37 | | | PRODUCT | COLLABORATION |
| 38 | | | STATS | PRODUCT |
| 39 | | | EDUCATIONAL HACK/TOOL/ACTIVITY | EDUCATIONAL HACK/TOOL/ACTIVITY |
| 40 | | | VIDEO | CASE STUDY |
| 41 | | | ABOUT | EDUCATIONAL HACK/TOOL/ACTIVITY |
| 42 | | | COLLABORATION | BLOG |
| 43 | | | PRODUCT | PRODUCT |
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E | admin@marketmemarketing.com

P | 0478 411 841

LINKEDIN | <http://bit.ly/nhjli>

New tabs can be created for different aspects of the marketing campaign that will support your higher strategy. This enables the team to have everything they need on one document. Saving time, increasing productivity, and ensuring a higher level of success.



Nic Henry Jones

E | admin@marketmemarketing.com

P | 0478 411 841

LINKEDIN | <http://bit.ly/nhjli>

Based in the Adelaide Hills, services clients globally.

Nic Henry Jones is the Senior Digital Marketing Strategist and **leading Expert** in helping Corporate Marketing Directors take a marketing strategy and the campaigns to achieve it, and implement a content plan across multiple platforms and systems.

Her 9 years digital marketing, creative business development, and educational & event marketing experience gives her a unique ability to provide the oversight, creative ideas, and effective content mapping and implementation across a large variety of digital platforms.

She offers a monthly corporate support solution for corporates wanting marketing assistance without having to recruit staff. She is a team player and can assist across a wide variety of tasks.

Why not get in touch for a complimentary consult.

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